

**Research Title** Strategic Plan for Promoting Thai Kitchens into ASEAN Markets : A Case Study of Thailand, Lao People's Democratic Republic and Socialist Kingdom of Cambodia

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### **Abstract**

The objective of this research was to develop Strategic Plan for Promoting Thai Kitchens into ASEAN Markets : A Case Study of Thailand, Lao People's Democratic Republic and Kingdom of Cambodia The research findings were shown as follows:

Thai food business in Lao People's Democratic Republic had (1) the strength including taste of condiments and freshness of raw materials, internal and external physical environment, cleanliness, safety, food quality and business location, respectively (2) the opportunity including the current preference towards Thai foods of foreign consumers and the recommendation from existing customers to new customers

Thai food business in Socialist Kingdom of Cambodia had (1) the strength including taste of Thai food (strong and scented smell), cleanliness, safety, food quality, freshness of raw materials and taste of condiments, varieties of tastes and brand image, respectively (2) the opportunity including the current preference towards Thai foods of both local and foreign consumers and the recommendation from existing customers to new customers.

The findings of the TOWS matrix analysis of the two countries revealed that Thai food business was in the position of SO which indicated that Thai food business had both the strength and opportunity in running business. Thus, the appropriate strategy relevant to this position was Growth strategy.

In line with the findings of the TOWS matrix analysis of Laos, Thai food business in Cambodia was in the position of SO which indicated that Thai food business had both the strength and opportunity in running business. Thus, the resulting strategy relevant to this position was Growth strategy.

For strategic planning, after having analyzed both internal and external environments and specified the vision and mission, the formation of business strategies for promoting Thai kitchen included (1) growth strategy (2) competitive advantage strategy, (3) differentiation strategy, (4) low cost strategy, (5) focus strategy, (6) preemptive move strategy and (7) synergy strategy.

For functional planning; the operations strategy indicated that the investment of Thai food business in Laos and Cambodia can be either wholly owned or joint venture. The food service type can be a la carte, buffet and catering.

The logistics management plan for promoting Thai kitchen into ASEAN markets of Lao and Cambodia consisted of the following strategies (1) strategies for promoting the participation from all concerned sectors in logistics system (2) strategies for promoting the utilization of management information system to enhance the logistics system and (3) strategies for promoting the distribution of Thai products into these two countries.

The marketing strategies for promoting Thai kitchens into ASEAN markets were as follows: (1) value equity or brand value strategy (2) brand equity strategy and (3) retention equity strategy. Moreover, the strategies for managing marketing mixes were also developed.